



GOODWILL
Northern Michigan

2020
Annual Report

OUR MISSION

Goodwill strengthens communities by empowering people in need to reach their full potential.



A YEAR LIKE NO OTHER

It was 2019. No one had ever heard of COVID. We had just received a \$1.25 million gift from the Bezos Day One Fund to work on ending family homelessness, and we were excited to be participating in the Northwest Food Coalition's efforts to get food from local farms onto food pantry shelves. Then came the worst downturn since the depression and the worst health crisis since 1918.

When the pandemic hit, Goodwill Northern Michigan moved quickly to ensure that our community programs could continue without interruption despite the temporary closure of our stores during COVID-19. Thanks to our extraordinary team and remarkable community support, we continued our essential programs without pause, and we even grew.

OUR BOARD OF DIRECTORS

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COMPLEX AND AMAZING

Circumstances were dire in early 2020. Daily coronavirus infection rates were climbing, death counts were mounting, and vaccines were a distant hope. Our stores were shut down. Then came anguish, unrest, and calls for a reckoning over persistent racial injustice in our country.

For our neighbors experiencing homelessness and food insecurity in Northern Michigan, the situation was critical. Immunocompromised individuals needed space to shelter in place. Resources like drop-in centers and food pantries were unavailable or limited as agencies and businesses scaled back operations and volunteers were scarce. The conditions our clients faced made it imperative that we continue our housing and food community programs, no matter what the circumstances.

Our board, our staff, and our donors made it happen. The doors of our homeless shelter stayed open. Our Street Outreach and Street Medicine teams remained out in the community. Our Food Rescue trucks continued to deliver food to pantries and community meal sites. We even expanded services, opening a daytime warming center for unhoused people and delivering USDA Farmers to Families boxes to homebound seniors.

This year we saw direct evidence of just how important a strong Goodwill Northern Michigan is to the well-being of our community's most vulnerable neighbors. We learned that we must concentrate on the places where our work intersects with the work of others. How do people arrive at our homeless shelter or in camps outside? What are the food needs of people across our rural Northern Michigan region? Our programs can only reach their potential for positive community impact if we do the systems work of asking uncomfortable questions, sitting uncomfortably with the complexity, and forging meaningful partnerships around the complex social challenges our community faces.

Persevering together to find ways through complexity is challenging, time-consuming, frustrating, and amazing — all at the same time. We're grateful to work with remarkable employees, donors, volunteers, and partners in our efforts to increase food security and housing stability in Northern Michigan.



Dan Buron
Executive Director



Helping people
find home
since 1986

31,433

NIGHTS

SHELTER FOR FAMILIES
AND INDIVIDUALS

278

CLIENTS

MOVED INTO
PERMANENT HOUSING



HOUSING AND HOMELESS SERVICES

Everyone needs a safe and secure place to live.

We believe it is a prerequisite for a thriving community. Since 1986, we have offered a spectrum of programs designed to engage our unhoused neighbors where they are in life, treat them with dignity and respect, and offer guidance on their journey to finding home.

Programs like our **Goodwill Inn** low-barrier shelter, **Street Outreach** with Street Medicine, **Good Meals**, and housing-based case management are essential pieces in the larger puzzle of making homelessness a rare experience in our community, and brief when it happens.

We also work to expand housing options for the people we serve because it is only housing that ends homelessness. Building **Patriot Place** for Veterans in Gaylord in 2011 and **Carson Square** apartments in Traverse City in 2016 was the start of our work in expanding housing solutions for some of our most vulnerable neighbors in Northern Michigan.

The pandemic presented our clients and employees with extreme challenges on a daily basis. We are proud that we kept all our programs going, stepped in to fill unmet needs, and continued to engage with the Coalition to End Homelessness, doing the systems work necessary to move the needle on a complex social challenge.

PHOTO: Meeting people where they are to offer guidance toward home is easier with a laptop. Completing forms and obtaining documents like birth certificates are just two of the barriers unhoused people face in ending their homelessness.

FOOD RESCUE

DOING MORE THAN EVER BEFORE

New partnerships and more nutritious food were silver linings of the many changes Food Rescue experienced during the pandemic year. The COVID-19 crisis spurred our community's growing capacity to work together in support of regional food security. Thanks to a huge increase in effort by our Healthy Harvest volunteers, almost 40% of the food we delivered to food pantries and community meal sites in 2020 was fruits and vegetables. And thanks to generous donors and partners like Groundwork Center for Resilient Communities, a growing portion of the produce we deliver is purchased from local farms by the Northwest Food Coalition.

Working with over 250 businesses, farms, and Coalition members, Food Rescue rescued, harvested, repacked, and distributed nearly two million pounds of food last year to a five-county region twice the size of Rhode Island. We did this work at no cost to the food pantries and community meal sites, just as we have since the first Food Rescue truck hit the road in 2008.

We are grateful to play a vital role in getting nutritious food to our neighbors in need, and to support emerging collaborative community efforts to increase food security across our region.

PHOTO: Food Rescue works to give people access to the nutritious food they need. During the pandemic, we were grateful to increase our work with local farmers, adding more rescued and purchased local produce to our deliveries.



Putting good food to good use since 2008

1,958,273 POUNDS

FOOD RESCUED, HARVESTED, REPACKED, AND DISTRIBUTED

39% PRODUCE

VEGETABLES AND FRUITS DELIVERED



Helping Northern Michigan donate and thrift for good since 1986

7,626,960

POUNDS

DONATIONS PROCESSED, REPURPOSED, AND REUSED

\$87,585

STORE VOUCHERS

REDEEMED IN OUR STORES



SOCIAL ENTERPRISE

IT ALL STARTS WITH OUR THRIFT STORES

We call it our [Social Enterprise](#). We run a donated goods business—including retail thrift stores, ecommerce, and salvage—and use the proceeds to help fund our community programs that bring food to neighbors and help people find home.

Our employees are at the heart of what we do, and we focus on working individually with each team member to help them reach their growth and development goals. In a year of unprecedented challenges from plexiglass shields at the registers to mask checks at the doors, our team demonstrated resilience and excellence.

Our stores support our food and housing programs and keep over five million pounds of used items out of landfill each year. They also allow us to offer Good Partner Vouchers to neighbors in need all across Northern Michigan. Sunrise Mission, Child and Family Services, and North Country Community Mental Health are just a few of the 50+ community organizations that distribute our vouchers to families and individuals so that people can select the clothing, shoes, household supplies, and furniture they need in times of crisis.

PHOTO: *We moved mountains to get our new, larger Gaylord store open on Main Street during the pandemic. Supply chain issues, labor challenges, and pandemic protocols were no match for our resourceful team.*

2020 MOMENTS IN TIME

We're grateful to all of the people who made a difference for our community's most vulnerable neighbors this pandemic year.



COMMUNITY SUPPORT

We strive to maintain high shelter standards while maintaining our focus on housing. We're grateful for the volunteers and donors who help show shelter guests that the community cares.



WARM MEALS

Every day, volunteers like Barb serve warm meals at the Goodwill Inn. We work around dietary requirements and job schedules (many shelter guests are employed) to meet individual needs.



FOCUS ON HOUSING

Donors of all sizes make our work possible. When a shelter guest moved into housing, Marley used money from cans she collected to buy this plant, making the apartment feel like home.



COALITION PARTNERSHIPS

With our partners in the Coalition to End Homelessness, we work to make homelessness rare, brief, and one-time. Our 100-Day Challenge in 2020 helped to expand housing options.



GARDEN VOLUNTEERS

Volunteers like Anya bring in fresh vegetables from their gardens and make fabulous things for people experiencing homelessness, like this mixed pepper and tomato salad with edible flowers.



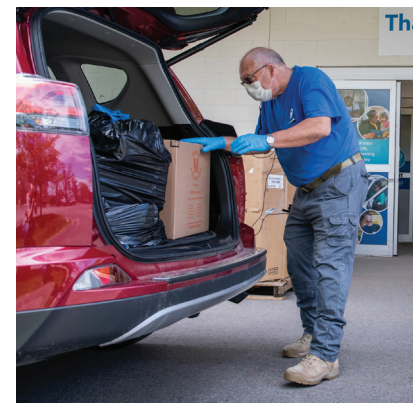
NEW PARTNERSHIPS

During the pandemic, we formed many new partnerships to meet community needs. We even delivered USDA produce boxes to a Charlevoix airport hanger for flight to Beaver Island in partnership with the Area Agency on Aging.



VOLUNTEERS REPACKING

Thanks to our volunteers, we were able to deliver 15% more produce this year. This was possible because twice a week, our volunteers process huge amounts of bulk food, repacking it into boxes that pantries can easily handle.



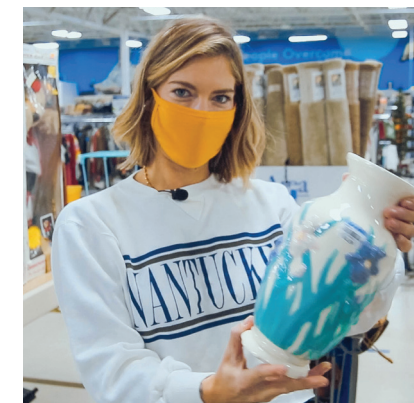
COVID DONATIONS CENTER

During the shutdown in March and April, we served as a community donation center. We gathered critically-needed supplies from donors curbside for front-line workers at Munson Healthcare and other urgent community activities.



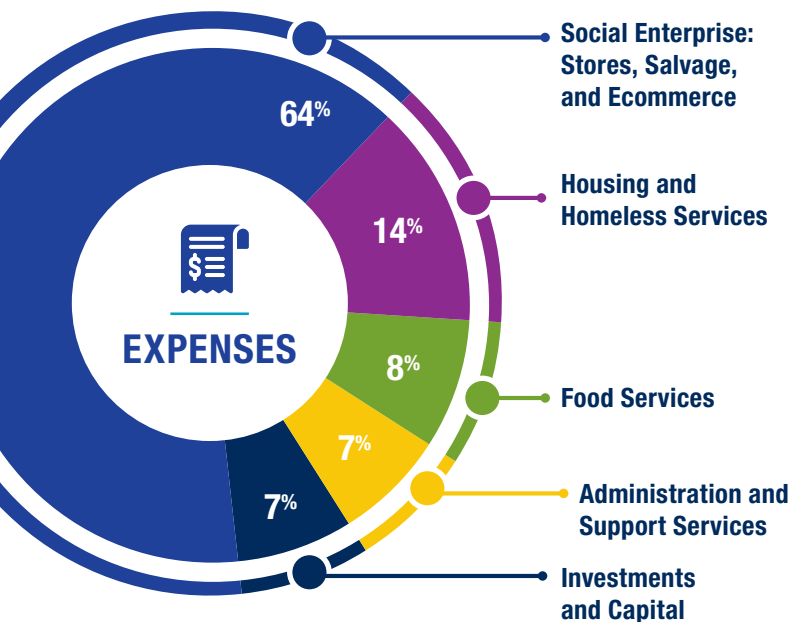
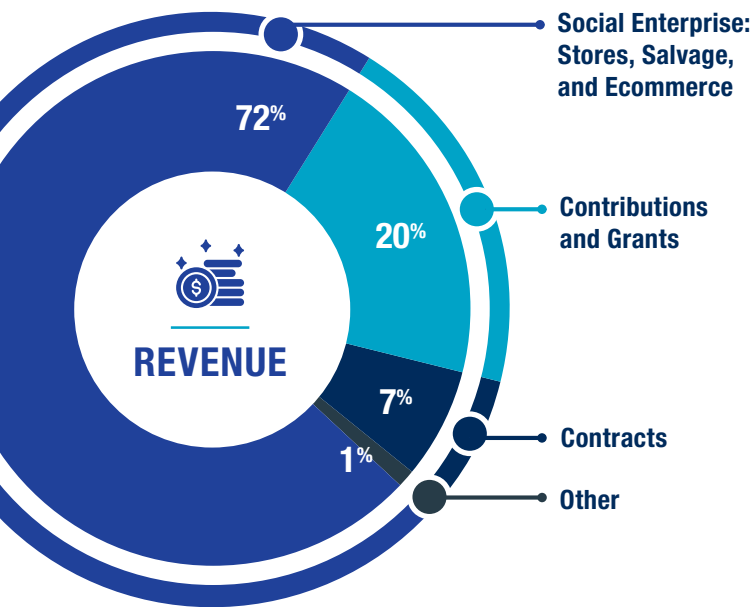
GOOD FOR THE EARTH

Donations that can't be sold in our stores or online are recycled and resold by our salvage team. In 2020, we diverted over five million pounds of used items from landfill and put them to good use in funding for our community programs.



GOOD PARTNER VOUCHERS

We have provided over \$500,000 in free store vouchers for neighbors in crisis since 2013, partnering with nonprofits in each of our store communities. Our shoppers and donors make this important program possible.



FINANCIAL REPORTS

Year ending September 30, 2020

REVENUE: COMMUNITY INVESTMENT IN GOODWILL

Social Enterprise	\$11,540,598
Contributions and Grants	3,122,132
Contracts	1,187,402
Other	188,136
Total Revenue	\$16,038,268

EXPENSES: RESOURCES TO PROVIDE SERVICES

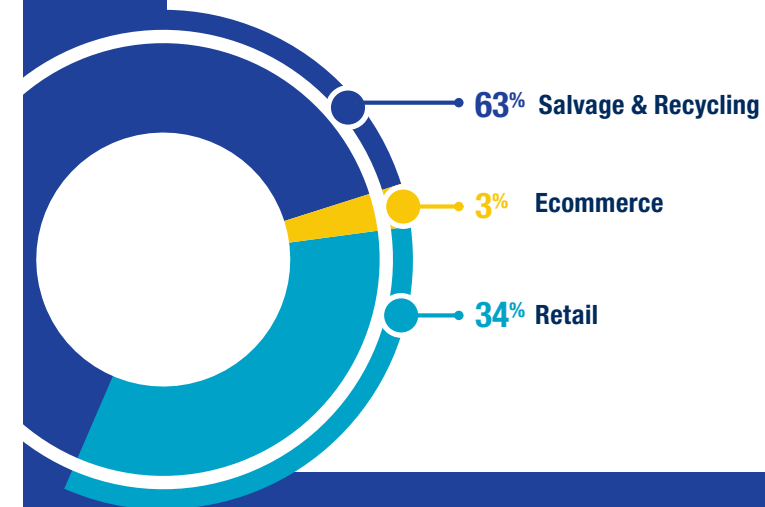
Social Enterprise	\$10,300,487
Housing/Homeless Services	2,180,637
Food Services	1,249,885
Administration/Support Services	1,211,758
Investments and Capital	1,095,501
Total Expenses	\$16,038,268

SUSTAINABILITY

REDUCING WASTE IS AT THE CORE OF OUR MISSION

4,718,960

LBS DIVERTED FROM LANDFILL



Goodwill is an important part of the global shift to a circular economy. When you donate and shop at Goodwill Northern Michigan, you keep items out of landfill and put them to good use in our food and housing programs in Northern Michigan.

COALITION PARTNERS

We are grateful to work in partnership with our region's housing and food coalitions. Together, we make a big impact.



HOUSING

If you or someone you know is facing homelessness in Northwest Michigan, please call **1-844-900-0500** or visit endhomelessnessmi.org.



FOOD

Find food at the food pantries and community meal sites of the Northwest Food Coalition on their website at northwestmifoodcoalition.org.

THRIFT FOR GOOD

ACME

231-938-7042
3922 E M-72
Williamsburg MI 49690

ALPENA

989-340-1351
1201 N Bagley St
Alpena MI 49707

CADILLAC

231-779-1311
2025 N Mitchell St
Cadillac MI 49601

CHARLEVOIX

231-437-6176
402 Petoskey Ave
Charlevoix MI 49720

CHEBOYGAN

231-445-9300
982 S Main St
Cheboygan MI 49721

GAYLORD

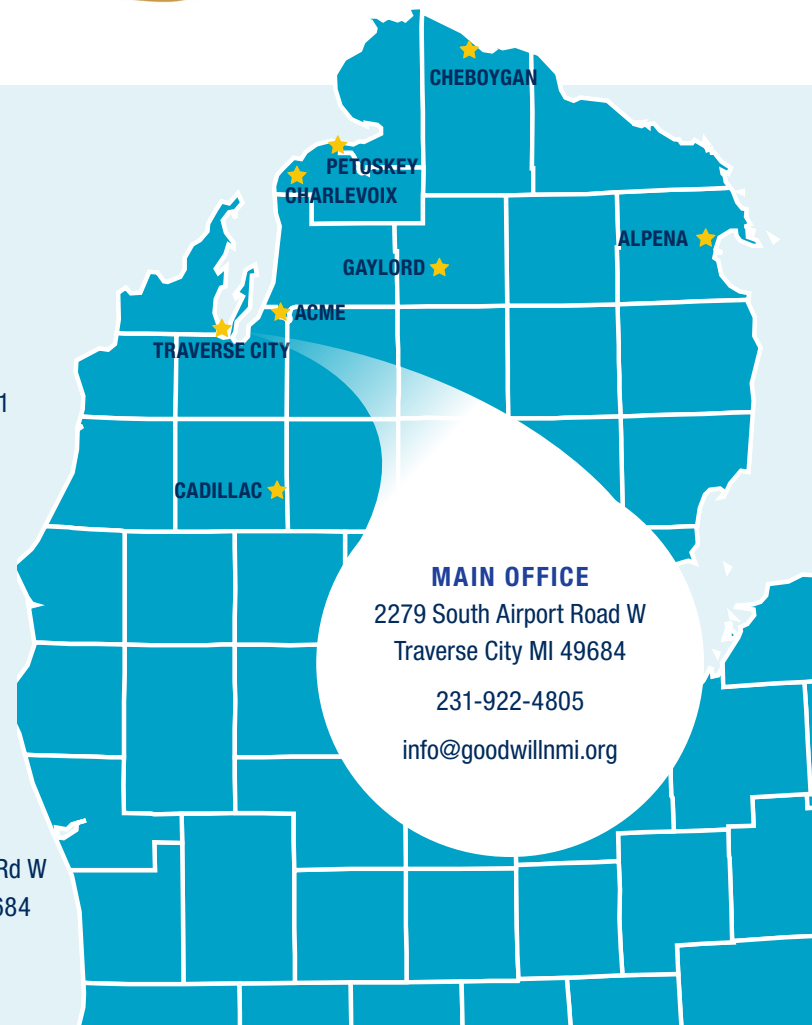
989-705-1747
1396 W Main St
Gaylord MI 49735

PETOSKEY

231-348-6947
1600 Anderson Rd
Petoskey MI 49770

TRAVERSE CITY

231-922-4826
2279 South Airport Rd W
Traverse City MI 49684



MAIN OFFICE

2279 South Airport Road W
Traverse City MI 49684

231-922-4805

info@goodwillnmi.org



THANK YOU, DONORS

Over 700 donors responded to our COVID appeal. Donations arrived in amounts from \$5 to \$50,000, often with handwritten notes of encouragement. We were deeply touched by your support of our most vulnerable neighbors. THANK YOU.

THANK YOU also to the Grand Traverse Regional Community Foundation for supporting the emergency needs of people experiencing homelessness through the Urgent Needs Fund.

THANK YOU to Rotary Charities for supporting our long-term organizational strength with a Community Impact loan at a time when the shut down of our stores put our future in doubt.

And THANK YOU to Groundwork Center for Resilient Communities for the Local Food Relief Fund that allowed the Northwest Food Coalition to purchase food from local farmers so we could repack and deliver it to area food pantries and community meal sites.

It all added up to an enormous impact in meeting critical needs of people experiencing homelessness and food insecurity in our region during the pandemic. We are profoundly grateful for your support.





THANK YOU

Find out more at goodwillnmi.org